

ABSTRACT

When a video signal type detecting section detects a video signal of PAL/SECAM (50Hz) video signal, the input image data is subjected to enhancing conversion with a degree lower than the degree of enhancing conversion in the case of NTSC (60Hz). With this, the response speed of liquid crystal is improved and an image noise on account of excessive enhancement is eliminated, so that the deterioration in image quality is prevented. As a result, the enhancing conversion with respect to the input image data is performed in such a manner as to compensate the optical characteristics of the liquid crystal display panel, and an image noise on account of excessive enhancing conversion with respect to PAL/SECAM (50Hz) image data, and hence high-quality image display is realized.